



Trust-Building Content Checklist

Use this checklist to make sure your employer brand content builds trust at every stage of the candidate journey:

◆ Strategy & Messaging

- ☐ Do we have clearly defined employer brand pillars?
- ☐ Are our EVP themes reflected consistently across all platforms?
- ☐ Do we have a content calendar aligned with our hiring goals?

◆ Authentic Storytelling

- ☐ Are we regularly sharing real employee stories?
- ☐ Are stories diverse in role, background, and experience?
- ☐ Do we showcase both challenges and wins?

◆ Visual & Video Content

- ☐ Are we using real photography or behind-the-scenes video?
- ☐ Do our visuals reflect our actual work environment?
- ☐ Are our videos optimized for social and mobile?

◆ Platform Consistency

- ☐ Is our tone aligned across social, careers pages, and job ads?
- ☐ Do hiring managers and recruiters reflect our brand in outreach?
- ☐ Are we replying to comments and engaging with candidate questions?

◆ Content for Each Candidate Stage

- ☐ Discovery: Brand awareness through social and blogs
- ☐ Consideration: Day-in-the-life content and culture videos
- ☐ Decision: Transparent job descriptions and onboarding previews

◆ Measurement

- ☐ Are we tracking engagement metrics on content?
- ☐ Are we collecting feedback from candidates or new hires?
- ☐ Do we use insights to improve future content?